

Send Your Orders by Mail

If You Cannot Call or Telephone
Mail orders receive the prompt attention
of efficient and experienced salespeople.
Address orders to Mail Order Section.

Gimbels New Telephone Number—Pennsylvania 5100

Shop
Now
for
Christmas.

For Other Gimbel News See Page 15
Gimbel Brothers
32nd ST. - BROADWAY - 33rd ST.

Cost
of a
Million
Gifts.

A Christmas Bureau
TO ASSIST YOU IN SENDING GIFTS IS NOW
LOCATED ON THE THIRD FLOOR REAR

Articles packed for shipping, parcels post and express packages
taken care of, messengers ordered, and a hundred other things
done to assist customers in sending out their Christmas gifts.
Interpreter Service Taxicab Service

Come to Gimbels—There Is No Better Christmas Store

Thanksgiving in the Home

When the Holidays bring their accustomed cheer—the Big Gimbel Store, too, feels their thrill. It brims over with the desire to serve . . . to make homes beautiful and liveable. The "Thanksgiving-in-the-Home" items listed below are illustrative of this Gimbel ideal of service.

* * *

Beautiful Silverware

Reproductions of the Famous Early English Sheffield Plate

A Comprehensive Collection
Judiciously Priced.

Five-Piece Tea Set

On Colonial lines in the popular burnished finish. Very charmingly designed Tea Pot, Coffee Pot, Sugar Bowl, open, gold-lined covered Sugar Bowl and Cream Pitcher, \$90.00. Other sets \$16.50 to \$115.00.

Handsome Serving Tray

With thread and chased border—irregular in design. \$55.00

After-Dinner Coffee Service—

\$60.00 a set
4 pieces—Coffee Pot, Sugar and Creamer with Tray.

Round Comfort

Squatty model; gold lined. May be used for orange bowls. \$15.00

A Tray Service Vegetable Dish

Convertible into two dishes; oblong or octagonal and oval. \$10.00 and \$11.50

Mavonnaise and Gravy Boat and Tray

Several styles—hammered, burnished, plain or chased, with thread border. \$7.75 to \$28.50

GIMBELS—SILVERWARE SHOP—Main Floor.

After the manner of old Italian candlesticks that speak of the most florid periods of architecture are these

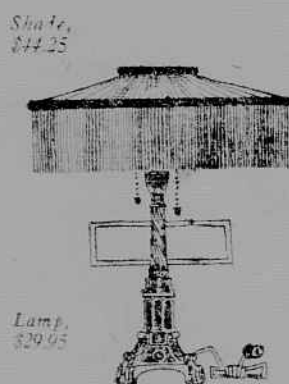


Table Lamps At \$29.95

richly decorated in polychrome (many colors) and gold; made lovely by an antique finish.

Some are in galvano-bronze, picked out in color

All have the same intriguing charm that always obtains, in designs drawn from the Renaissance, from the Gothic, from Moorish, and from other conceptions of Beauty.

You may choose any Lamp shades you desire, as they are sold separately.

Many other lamps and other lighting facilities at a less price, and some up to \$50.00.

GIMBELS—LAMP SECTION—Fifth Floor

Magnificent Linens

From Ireland—From Scotland—
From Far-away Madeira

Typical of splendid stocks—superior in quality—modest in price.

Extra Heavy Irish Linen 5-tin Damask Table Cloth with Napkins to match. A wide range of patterns. 22 in. \$8.75 a doz.

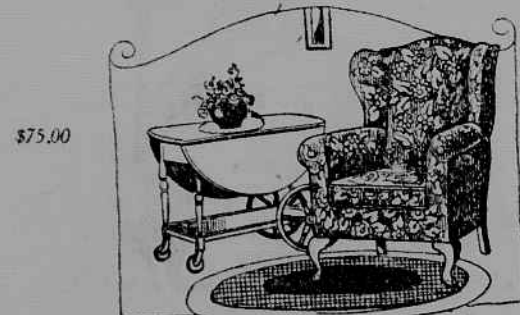
Pure Scotch Linen Hemstitched Damask Luncheon Cloths with Napkins to match. 58x58 in. \$4.75 ea. 50x80 in. \$5.50 ea. Napkins, 18x18 in. \$7.50 a doz.

13-Piece Real Madeira Hand-embroidered Luncheon Sets. Hand scalloped with hand embroidered centers. \$5.00 to \$6.50 a set.

GIMBELS—LINEN SHOP—Second Floor

Comfortable Chairs A Mark of Fine Hospitality

Here is one of the most comfortable of the year. Many others, which you will be able to find at Gimbels.



Drop Leaf Tea Wagon, with drawer, mahogany, walnut, or "Old" Oak; 4 rubber-tired wheels and loose serving tray, illustrated above, \$35.00.

This great, luxurious "Wing" Chair, covered with high grade tapestry, has mahogany finished feet. Illustrated above. Price \$75.00

GIMBELS—FURNITURE SECTION—Seventh Floor

In Answer to the Holiday What-to-Wear Problem of 100 Women;
This Most Remarkable Purchase of

Exquisite Dinner and Evening Gowns

Reflecting the art of Lanvin, Doeillet, Premet of Paris

Exclusive, Few-of-a-Kind Models

At Far Less Than the
Makers' Cost at Wholesale

This Extraordinary Sale
Offers These Gowns at **\$59.50**

EACH gown expresses individual perfection of the creator's ideal. They are indeed the gowns that have translated the Paris mode to America. All are new among the latest style-thoughts developed for the later social season.

—Metal Mesh in combination with black or navy blue Tricolette
—Crepes Chiffon embroidered lavishly in Looped Bead Fringe
—Pastel Moiré Faille Silks in Combination with Silver Cloth
—Chiffons embroidered in allover Tracery of Metal Thread
—Ruffled Black Tulle over bead-embroidered satin
—Black or Navy Crepe Meteor with Old Blue or Pompeian Georgette Crepe
—Geranium-color Crepe Chiffon, Jet Bead Embroidered

These are but an indication of their exquisiteness . . . their individuality . . . notwithstanding that each gown is distinctly wearable. Here a type for the debutante . . . here a model for the youthful woman . . . here a more dignified type of gown.

A group of gowns inviting the inspection of all interested in extraordinary value.

GIMBELS—WOMEN'S DRESS SALON—Third Floor

Coats of Bolivia, Fortuna, Peachbloom

Every frost-melting fabric in the dictionary of
luxurious Winter cloths

COAT after coat . . . fashion after fashion . . . one new fabric after another . . . a color that one decides enthusiastically upon, only to swerve a fickle fancy to the next . . . just as glorious.

Fur collars that saucily hold the chin erect . . . shawl collars that induce a snug silhouette . . . cape collars of luxurious fur that one wishes both open and closed at the same time . . . they are so stunning both ways.

Capes That Are Also Coats and Coats with Cape as Jeanne Lanvin of Paris Has Designed

Coats as voluminous as capes . . . showing how the narrowest of strap belts can encircle them.

And by no means last are the linings. Patterns as softly colorful as a fine old vase. Luxurious silks, satins . . . materials that are neither, yet wonderfully serviceable.

A World of Warm, Wonderful Coats at Gimbels, With the Extraordinary Values That Are Expected of Gimbels

At Any Price from \$29.50 to \$210

GIMBELS—WOMEN'S COAT SALON—Third Floor

There Is No Better Wardrobe Trunk



Known throughout the world for quality, appearance and durability.

And the cost is much less than that quality warrants.



At \$52.75
\$58.25 and \$63.75

Three full-sized models of splendid worth. Ideal traveling companions—in fact, the best wardrobe trunks the money can buy.

Call and see them and see the other models, too—solid as Gibraltar and as thoroughly practical as a boy's pocket.

Innovations are priced up to \$143.50

GIMBELS—Fifth Floor

Closing Out at \$19.75—The Superb Overblouses of Much Higher Cost

Just 75 of Them—A Fascinating Group
That Suggest Twice 75 Handsome Costumes

A SIMPLE skirt of brown velour . . . or a slip of blue or brown silk . . . with this knee-length Overblouse (or Casaque, as Paris calls it) of golden brown Georgette crepe, hand-embroidered in chenille and gold thread . . . Can you picture it?

Or this Overblouse coming just below the hips . . . azure blue Georgette embroidered in an Aurora motif of gold thread and braid.

Hardly two are alike. The materials are finest Georgette Crepes, Crepes de Chine or Satins.

The embroideries—mainly by hand—are of wool, chenille, gold thread, braids, stitchery, silk. Also studdings of beads.

Each has its beautiful cord girdle, heavily tasseled. A broad, interesting color range.

Notes—Because of the very remarkable values, none may be credited, exchanged or sent C. O. D.

GIMBELS—BLOUSE SALON—Third Floor

The Negligee and Petticoat Shop Is Ready for Christmas

There—in a truly Holiday array—the gayest—the subtlest of colors—the loveliest of garnitures—the fairest of frills—the softest of silks and laces—fashion delectable confections—born to be somebody's wonderful Christmas Gift.

Crepe de Chine, Crepe Meteore, Georgette Crepe, Taffetas

create delightful Negligees and Breakfast Coats . . . simple little straight-line models . . . greatly daring luxurious models . . . with every possible charm of rosebud and ribbon and soft, subtle laces. Then there are imported Hand-embroidered Kimonos with all the enchantment of the "Flower Kingdom."

Pinks and blues—vivid geranium—sumptuous peacock colorings—every tint of Fashion's Rainbow is mirrored here.

\$7.95 to \$135.00

Bevies of Gay Silk Petticoats

add the charm of their flounces and pleatings and general good looks and airs and graces to the brilliant ensemble. Many are boxed—ready for gift-giving.

\$4.95 to \$45.50

Surely Milady Can Find Many a Merry Christmas in the
GIMBELS—NEGLIGEE SHOP—Second Floor

Give FURS

A Set or Individual Piece

You will be giving something that will give infinite enjoyment. Give Gimbel Furs, and you also give unquestionable dependability of service.

The Gimbel showing of small furs includes every fashionable arrangement from cape scarf to the full animal style. And muffs in widest variety.

Prices Begin as Low as This:

Scarfs	Description	Muffs	Scarfs	Description	Muffs
\$29.50	Hudson Seal (dyed muskrat)	\$29.50	\$49.50	Natural Skunk	\$49.50
\$29.50	Gray Squirrel	\$35.00	\$45.00	Beaver	\$45.00
\$32.00	Moleskin	\$35.00	\$32.50	Hudson Seal (dyed muskrat)	\$22.50
\$38.00	Natural Mink	\$45.00	\$29.50	Raccoon	\$22.50

Misses' Taupe and Brown Kit Fox Sets, very special at \$30.00

French Seal Coats

In full rippling model with large self collar and cuffs. \$145

Hudson Seal Coats

With large gray squirrel collar. \$255.

Gray Squirrel Coats

In trotteur model, with large cape collar or self fur. \$295.

Caracal Coats

Full length model with Hudson Seal collar and cuffs. \$255.

GIMBELS—FUR SALON—Third Floor



Enter—"Patsy!"

The Very New Romper with the "Extended Hipline" just like mother's latest frock

\$1.95 to \$2.95

"Patsy" is infinitely becoming whether one inclines to be chubby and dimpled or whether one affects the "slim silhouette."

Colorful chambray fashions "Patsy" Trim white linene bands finish its neckline, its sleeves, its "quite Oriental" amply bloomers. And it sometimes shows black stitchery—as you see—And always is found in the company of white pearl buttons.

Can't you think of a kiddie who'd look adorable in "Patsy"?

Other Rompers \$1.00 to \$3.95

GIMBELS—Second Floor

The Winter Festival of Fabrics transfers its activities to the Silk Section and opens

Magnificent Sale of Black Satins

The most popular and the most practical fabric that one can buy, for the reason that

Every Woman Wants a Black Satin Frock

35-inch yarn-dyed Dress Satin, Rich,

sturdy quality; good wearing; good looking.

\$2.65

35-inch Charmeuse finish Dress Satin.

A beautifully finished satin; rich, brilliant black.

\$3.10

Tomorrow's Silk Feature

40-Inch Suede Finish Meteore Satin

\$4.75 yd.

A very remarkable quality at this price. Full body and very rich in its finish. Fine enough for the most elegant occasion.

40-inch Dull Suede finish Meteore

Satin. For those who prefer the less brilliant lustre.

\$3.65

39-inch Charmeuse Satin, Bright,

lustrous face; drapes well.

\$3.25

In This Sale of Black Specially Priced at \$2.65 yd.

are the following beautiful fabrics: —taffetas —peau de soie —messalines —peau de cygne and Dress Satins

GIMBELS—SILK SECTION—Second Floor

Do not forget the Gimbel School of Dressmaking. \$3.00 for six lessons, 1½ hour each.